

## IN THE CLAIMS

1. (Currently amended) A road advertising system in which advertising indicia is applied to an upper surface of a road forming a carriageway capable of carrying traffic, including pedestrian and/or vehicular traffic; the system comprising;

a wheel mounted mobile unit including a source of marking fluid,

delivery means to distribute said fluid onto a surface, and

control means to regulate delivery rate of said fluid, the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

2. (Currently amended) A road surface advertising system according to claim 1 wherein the mobile unit is a vehicle including a control centre capable of actuating said control means.

3. (Original) A road surface advertising system according to claim 2 wherein the plotter defines a path which is determined by parameters programmed into said computer.

4. (Original) A road surface advertising system according to claim 3 wherein the path defined by said plotter is an outline of an advertising image to be applied to said road surface.

5. (Original) A road surface advertising system according to claim 4 wherein a plurality of nozzles each deliver a fluid of at least one type.

6. (Currently amended) A road surface advertising system according to claim 5 wherein each of the plurality of nozzles delivers a fluid of at least one color-colour.

7. (Original) A road surface advertising system according to claim 6 wherein the vehicle includes a control panel to select a computer generated advertising indicia and activate said plotter to generate said image.

8. (Original) A road surface advertising system according to claim 7 wherein, the images are stored on a data base in said computer.
9. (Original) A road surface advertising system according to claim 8 wherein the control means includes a controller which regulates the rate of discharge of fluid from said nozzles.
10. (Currently amended) A road surface advertising system according to claim 9 wherein the fluid is sprayed from each of said nozzles.
11. (Original) A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper road surface.
12. (Original) A road surface advertising system according to claim 9 wherein the surface on which the advertising indicia is placed is an upper surface of a substrate.
13. (Original) A road surface advertising system according to claim 12 wherein the substrate is fixed to a road surface by an adhesive.
14. (Currently amended) A road surface advertising system according to any one of the preceding ~~forgoing~~ claims wherein the fluid is paint.
15. (Original) A road surface advertising system according to claim 14 further comprising a heating unit which rapid cures said paint when applied to the surface.
16. (Currently amended) A road surface advertising system according to any one of the ~~foregoing~~ claims 1 through 13 wherein, the advertising indicia includes a protective skin to avoid abrasion of the advertising surface by traffic passing on the upper surface.
17. (Currently amended) A method of applying advertising to pavement, including at least one of a roadway and or pedestrian pavement comprising ~~the steps of:~~

- a) preparing a pavement surface capable of carrying traffic, including at least one of pedestrian and ~~or~~ vehicular traffic;
- b) providing an advertising image on at least one of an upper surface of said pavement and ~~or on~~ a substrate fixed to said pavement, underneath the upper surface so that the advertising is protected from wear due to ~~vehicular and /or pedestrian traffic;~~ and
- c) placing the image or indicia so ~~that~~ that said image is viewable from at least one of above and ~~or~~ at an acute angle to a plane of the advertising when ~~and wherein~~ the advertising is disposed below an upper surface of said pavement.

18. (Currently amended) A method of applying advertising to pavement, including at least one of a roadway and ~~or~~ pedestrian pavement comprising the steps of:

- a) preparing a pavement surface capable of carrying traffic, including at least one of pedestrian and ~~or~~ vehicular traffic;
- b) taking a computer controlled system and selecting parameters from a computer data base for a selected image;
- c) activating a plotter associated with said system which is responsive to selection of said image;
- d) allowing the plotter to define an outline of an image on at least one of a road surface and ~~or on~~ a substrate fixed to said road surface; and
- e) arranging the size of the image or indicia so that said image is viewable from at least one of above and ~~or~~ at an acute angle to a plane of the advertising.

19. (Currently amended) A method of placing an image on a road surface; the method comprising the steps of:

- a) providing ~~taking~~ a wheel mounted mobile unit including a source of marking fluid,
- b) providing ~~taking~~ delivery means to distribute said fluid onto a surface,
- c) activating control means to regulate delivery rate of said fluid, and
- d) activating the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

20. (Currently amended) A method according to claim 19 further comprising ~~the further step of~~ moving the mobile unit ~~vehicle~~ along the road surface as said fluid is delivered according to prescription.

21. (Currently amended) A method according to claim 20 further comprising ~~the further step of~~ allowing the plotter to define a path which is determined by parameters programmed into said computer to outline an advertising image.

22. (New) A road surface advertising system according to claim 16 wherein the fluid is paint.

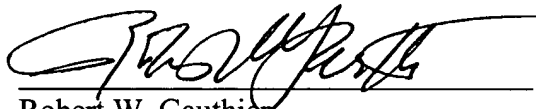
23. (New) A road surface advertising system according to claim 22 further comprising a heating unit which rapid cures said paint when applied to the surface.

### CONCLUSION

In view of the above amendments and remarks, it is believed that the pending claims are in condition for allowance. If a telephone conversation with the Applicant's Attorney would expedite prosecution of the above-identified application, the Examiner is urged to call the Applicant's attorney at the telephone number listed below.

Respectfully submitted,

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